

# Understanding Digital Application in Small Business for Profitable and Sustainable Practices in Indonesia: Review of Best Practices

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## Understanding Digital Application in Small Business for Profitable and Sustainable Practices in Indonesia: Review of Best Practices

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### Abstract

*Understanding various internet or digital applications for business expansion, both large and small businesses, so that businesses can progress and continue to be sustainable, is significant today. However, unfortunately not all business people, especially those who try to be limited, use digital tools. To help these small business actors, we researchers can contribute as much as possible with a new understanding of what and why digital applications are essential for activating MSMEs in Indonesia. In connection with this need, we have collected data from various readings and publications that examine the usefulness and extent to which MSME activists have been active with these business applications. We analyzed the data with a critical analysis approach, adjusting the study theme with the data we analyzed. Before we turn the data into our findings to answer the questions of this study, of course, we justify whether the findings are valid and reliable or not. Finally, we can summarize that since COVID-19 hit business, the trend of digital application business applications has increased. This is inseparable from this technology application's role and benefits in helping MSME businesses' effectiveness and convenience for customers. Therefore, the study's findings should bring input and change; the more small business activists will find it easier from this study.*

**Keywords:** *Understanding Digital, SMEs, Profitable and Sustainable Business*

### INTRODUCTION

Digital business is predicted to become a crucial point for all human life and business activities, including small business operations. Strong indicators can be used today, including increasing the

online advertising business, buying digital devices such as smartphones, laptops, and other tools to make it more comfortable, and the habit of moving online or the Internet for life. Another factor is the improvement in the telecommunications system in Indonesia to improve the quality of public access and the ease of digitalization services, such as the advancement of applications related to convenience for technology users. According to LEVANI et al., (2020) the progress and increase of internet users continue to increase, especially teenagers in Indonesia in the early period of the COVID-19 Pandemic. (Aslan, 2019; Putra et al., 2020).

Advanced promoting, which generally comprises intelligent and incorporated advertising, encourages connection between makers, market mediators, and possible shoppers. From one viewpoint, advanced promoting makes it simple for money managers to screen and give all the requirements and wants of expected customers; then again, potential shoppers can likewise look for and get item data by perusing the virtual world, disentangling the hunt interaction. Purchasers are presently progressively autonomous in settling on buy choices dependent on list items. Advanced showcasing can contact all individuals any place they are with no topographical or time limitations.

The available social networks sometimes have different characteristics. Some are making friends like *Facebook*, *Instagram*, *Line*; some are specifically for finding and building relationships like what *Linkedin* offers. There are also more personal media such as e-mail (electronic mail). From the various platforms presented above, business actors can also take advantage of personal website media. Information revealed by us are social, a state-of-the-art showcasing office in America revealed that the most used online media platforms in Indonesia as of January 2019 were Youtube (59%) and Facebook (58%). The following positions are involved by Instagram (39%). (Sulaksono, 2020; Widyatama & Yanida, 2016; Amri, 2020; Thaha, 2020; Fitriati, 2015). He also said that digital marketing for micro, small and medium enterprises in remote areas: *Twitter* (58%), *Whatsapp* (68%), and *Google* (6%). The rest were involved respectively by Facebook Messenger, Line, LinkedIn, BBM, Pinterest, and Wechat. (Mizanie & Irwansyah, 2019). In Indonesia, users are increasingly using these digital applications, and some are used for business practices. (Yansyah & Thania, 2020; Rawluk et al., 2019; Para-González et al., 2018).

Computerized time in the digital world and business is hard to avoid. An advertising expert, Yuswohadi, revealed that if they want to be profitable and sustainable, then MSME players must take advantage of technological progress and innovation. (Maulana, 2017; Gun Gun, 2017). The advancement of multimedia innovation allows MSME players to make their production go even global by installing their goods in online shops and conducting transactions via web internet banking. With all its digital simplicity, internet media is perhaps the most advanced performance

tool to exploit. Before a business has a website, it is only natural that we find, especially in the business sector like Indonesia, that they have started to enter the internet domain through web-based media. This can spur an increase in business and the carrying capacity of small businesses. Despite the low cost and no requirement for exceptional skills in the early stages, digital media can instantly connect with prospective buyers worldwide.

Subsequently, money managers are not amazed if their business is more centered around online-put-together media than concerning building pages. (Akpan et al., 2020; Bell et al., 2004; Rothig & Chiarella, 2010), say that private venture mindfulness and the selection of forefront innovation in arising and creating markets are just as exercises from the COVID-19 Pandemic. These independent venture entertainers are confronted with an absence of data about the site stage that will be focused on. Ready to work with the assistance of the advanced business. The possible utilization of persistent advancement anticipates that people should be instructed in development. From now on, it is essential to direct socialization and planning of information usage and correspondence development. The managerial activity of local gatherings with this modern exhibit is expected to give data and comprehension. It can spur most independent companies to utilize mechanical development and information exchange to progress and support their business to be reasonable even in troublesome occasions such as COVID-19 is a severe obstruction to the congruity of organizations little and huge.

By using the accommodation of computerized innovation, private companies will have similar freedom as huge organizations to showcase every one of their items. This is because they will be on a similar stage, for instance, through a web-based business commercial center, so they have an equal chance to advance and sell items. Lu et al., (2020) in their investigation "The apparent effect of the Covid-19 pestilence: proof from an example of 4807 SMEs in Sichuan Province, China," said that MSMEs there had the option to endure different COVID-19 episode emergencies. This is also like the country's economy during the 1998 emergency for a few reasons. To start with, MSMEs produce merchandise and enterprises required by the local area. Moreover, this age of the individuals likewise utilizes nearby assets, for example, neighborhood work and nearby crude materials; nonetheless, during a pandemic, where limitations on human versatility influence financial execution, embracing computerized innovation should be a choice so that there is no explanation behind private companies to be missing from innovation and development.

Advanced based strategic policies will make advertisers move the vertical way to deal with even. Kingsnorth, (2019), Chaffey & Smith, (2017) characterize computerized promoting as an inventive exertion for each business to get an equal opportunity to work their business showcasing.

(Elmore et al., 2020; Marres, 2017). This flat methodology is viewed as valuable in the current market circumstance, where advertisers' and buyers' situations are equivalent. Both are equivalent in getting data and trading data with anybody, anyplace, and in a similar field. In this time, buyers can finish data about the ideal item and pick different proposals from anyplace to get the item at the best cost. This new wave time progressively requests that advertisers think towards the low-financial plan, high-sway systems. The force of this period is driving advertisers and getting new clients and improving to hold old clients, not to mention expected clients. With Web 2.0, it is simpler for individuals to communicate through web-based media, which would not have been conceivable before mechanical advancements were utilized equitably and generally in other business and living conditions.

With the help of the web and online technology, many advertisers began to investigate the universe of web-based media to attract and retain their clients, given the fact that productive promotional media for low-spending but high-impact organizations. (Kodrat & Herdinata, 2009; Martono & Harjito, 2007; Najmudin, 2011). Web-based media is characterized as a collection of web-based applications that make up the philosophical and innovative Web 2.0 that empowers the creation and trading of client-produced content. (Stockdale et al., 2012). Online media applications can be accessed, ranging from SMS to informal long-distance communication destinations that allow clients to cooperate, interact and communicate. This application is expected to attract consumer attention. In a business environment, individual commitment can drive the benefits of all the tools and systems that need to be prioritized in order to create a profitable and sustainable small business.

The advanced promoting technique utilizing online media is fundamental since it can give MSME players information about the ways and phases of extending buyer networks through web-based media in advertising their items to increment the upper hand for themselves. The web utilization has changed most showcasing ideas, which already just depended on an advertising blend comprising the item, interaction, spot, and advancement. In any case, in late improvements, there have been increments to promoting, particularly the 4C methodology, which comprises the client, cost, accommodation, and correspondence. (Smith, 2011). Organizations should think about expenses to expand benefit. The web utilization likewise makes purchasers agreeable because buyers can purchase items just from home, and organizations need to create two-path correspondence to frame significant associations with clients.

### **Handicap in small business**

Theoretically, the benefits of digital technology applications for small businesses are enormous. In addition to boosting financial benefits and business continuity in the future due to increased online and offline sales, it also benefits consumers because it can save 15% -30% of the retail price. So it is no less critical than digitizing small businesses to open up new spaces that can prevent them from collapsing due to national economic conditions due to recession or other disruptions. de Oliveira Neto, (2018) said that digitization for MSMEs is indeed a promising solution from business management. However, to prepare and ensure that business actors can be involved in the digitization process. Because it must be admitted that it is not easy to invite small businesses to join the digital-based business theory, maybe with the efforts to habituate these people's business people to enter the digital ecosystem, Maybe it will encounter various obstacles but by support in the early days of introduction is better.

Regarding the ability of MSME players who are still stuttering in the use of information technology for marketing, of the many business actors, only a few are familiar with information technology in developing their business activities. It is estimated that only about 4 million entrepreneurs understand business digitization. This means that only a small proportion of businesses can conduct online business transactions. According to Kristiyanti, (2012) small and medium enterprises' strategic role in national development is strongly supported by digital applications. In line with the Ministry of Cooperatives and Small and Medium Enterprises, these small businesses' success rate in Indonesia selling their products through digital platforms is still shallow, which is only 5% -9%. Barriers to business players in adapting and adopting online business platforms and digitization have made these business players worse. It is estimated about half of the number of perpetrators in Indonesia will go out of business in September 2020, in line with the conditions and government policies in responding to COVID-19.

Regarding the increasing number of MSME players who do not yet have the infrastructure needed to be involved in the digital ecosystem, it is no secret in various regions that most of these business actors generally do not have good smartphones and have not or have not used computers to market their products. Due to limited funds, not many of them can provide credit packages or internet access. In other words, there are structural conditions that have made these small business operators experience various limitations in being involved in the digitization process from the moment they started their business.

#### **The future of MSMEs**

At the beginning of the Covid-19 Pandemic hitting Indonesia in various regions, one of the inevitable changes was a shift in people's consumption behavior in shopping, which previously

dominated using offline, switching to an online system. For MSME actors, this shift in consumer and public consumption behavior must be responded to creatively. For these people's business actors to survive and develop in the new average era, surely business people must learn to know and practice themselves in the digital ecosystem. Lestari, (2020) suggested that collaborating with various electronic trading platforms is expected to be a solution for them in the government's eyes. This strategy aims to save the business world amid the Covid-19 coronavirus pandemic to get out of the problem and survive and learn about digital benefits in the future.

More than just getting used to being involved in the marketing sector's digitalization process, for small business players, what needs to be paid attention to is not to let their involvement in the digital economy accelerate business's death process. This can happen because they are not strong enough to compete in a highly competitive virtual world. Slowness in adapting and adopting economic digitalization will put the business at risk of collapsing and collapsing in the new average era. However, forcing the players into the digital ecosystem without an adequate digital literacy foundation is not without risk. With the ability and not supported by adequate digital literacy, MSMEs' continuity may be more prone to collapse. This is the government's dilemma when it wants to help MSME players, especially in facing the effects of the Covid-19 Pandemic. (Muzdalifa et al., 2018).

## **METHOD**

A review to understand digital applications in small business practices to be profitable and sustainable in Indonesia aims to review documents and best practice experiences. This study chooses how to analyze secondary data from a qualitative style, which requires that we read many documents and literature from transcripts of digital content applications and efforts to maximize the benefits of MSME actors and activists in Indonesia. In determining useful data to answer the questions of this study, we determine whether they are similarities or differences, and we then find discussion topics and develop categories of data relevant to the topics discussed. We find it easy to access data online by keyword searching. Then we evaluated in-depth under the phenomenological approach until the findings were valid and reliable. This qualitative study's design follows the advice of Sgier, (2012) and (Zhang & Wildemuth, 2009).

## **RESULT AND DISCUSSION**

This section will describe the journal analysis findings of digital application content publication by MSMEs towards profit and sustainability.

### **Digital Application in Small Business Practices**

An understanding of the best practices of digital technology in MSMEs by Sani & Wiliani, (2019) states that the use of data innovation, in general, is essential for the progress of associations, including small businesses. (Abdul Rahman et al., 2016; Hamzani & Achmad, 2017; Rusdarti & Kistanti, 2018). Likewise, suppose the advancement of data innovation can be applied to small and medium business areas to expand the sector's estimated sales. In that case, this research aims to answer regional business players' readiness to accept increased data innovation in the business board. This quantitative examination includes 67 samples from small business workers. Information was prepared and checked using the PLS-SEM strategy using the Smart PLS 2.0 program. The investigation also clarified the side effects of status factors that significantly impact data innovation on SMEs in Jakarta.

The following finding is from Saprianto, (2020) who looks at MSMEs' problem in the Digital Age. The decay of business is a segment for most Indonesians. This is verification; the state should be accessible by giving workplaces, for instance, guaranteeing money related reliability, stable expenses, straightforwardness of capital, affiliations, Particularly in the advanced time. MSMEs should assume a part by utilizing existing resources and propelling advancement. This investigation is accessible as a confirmation of some MSMEs with government help to the local area. Also, indeed, take a gander at the things that upset. Test a troublesome arrangement; an emotional strategy is utilized. The examination's accentuation is on what befallen business players, particularly in the South Tangerang region, prove. Discernment is picked as a way to deal with getting persuading data. The investigation results show that MSMEs do not have the alternative to human-handling in the modernized period; other than that, a few nations have not been perceived.

Similarly, Erlanitasari et al., (2019) who analyzed SMEs, have a crucial part in Indonesia's monetary turn of events and development. Exploration shows that lone 36% of SMEs in Indonesia are as yet battling with traditional advertising. Advanced based business improvement needs computerized education. Cooperation among government and online business keeps on making Indonesia Digital Energy of Asia by 2020. Back to page. An examination suggests the significance of the public authority leading the concentrated effort in a hurry online business Movement. It even must be at the coaching level for small business.

Saputri et al., (2019) presently, MSMEs in practically all organizations have ventured and changed by utilizing advancement. The presence of information outline based changes, business worth will increment. All things being equal, the enterprise, for the most part, does not run effectively with the utilization of advances. There are as yet numerous impediments and hindrances

that should be accessible in operation. A portion of the Regional Typical Food Producers bunch incorporates local loads of crude materials, the number of customers for comparative merchandise, manual money related records, standardization of products, restricted publicizing reach, and restricted advancement of nut taking care. Besides, it is essential to exploit operational information advancement as per the business needs of business. That business game plan and advancement require hierarchical designing. In driving the arrangement of hierarchical plans in this test utilizing the TOGAF administration technique. The result of the hierarchical designing arrangement in this examination outlines the authoritative plan of commonplace MSMEs delivering food hotspots to support reformist change.

Anwar & Djawad, (2019) said the importance of information and communication technology being adopted in small business activities. However, it is often underestimated by companies that do not yet understand its benefits. Besides, best practice ICT use in large organizations does not generally imply climate within small companies. The study found that almost no testing was conducted on ICT convergence in MSME activities in an 'all-encompassing' manner taking into account the different parts of ICT acceptance and use. The LIAISE structure provides the rules for examining the various parts of the selection and use of digital technology, including operational proficiency and substance, access, basis and support, and utility assessment. This system was initially created for the business area and implemented in private business settings after being evaluated by analyzing MSMEs in agrarian countries. Leveraging contextual analysis in Indonesia, finally, this paper will utilize LIAISE as an insightful system for checking cell phone selection and usage by small businesses will have a positive impact.

Ramdhany, (2019) examines the use of data innovation, which is increasingly troublesome and complicated. MSMEs need innovation to deal with SME activities and in line with their business goals. Mechanical progress on the planet is growing. Not only organizations, MSMEs as small associations sometimes need to actualize data innovation in their business size. So their business is not old. Matching the business to innovation in SMEs, it is essential to plan engineering ventures. The examination resulted in an investigation and planning in general, especially a diagram of the effort's architecture as a computerized change in the Sundanese Dangiing Iket UMKM (explicit organization) back to the original page.

Redjeki & Affandi, (2021) said that the Covid-19 Pandemic since the start of 2020 had changed all parts of individuals' lives. In like manner, the substance of small jobs in Indonesia should likewise change by making the most mechanical freedoms to create and support their business. Advanced advertising has not been broadly applied to Indonesia's business area because of a few

elements, including innovative education and deficient supporting offices with Indonesia's topographical conditions. It is difficult to carry the expected outcomes to present the spread of little and medium undertakings in the business area during the COVID-19 Pandemic. Even though computerized examinations have demonstrated that advanced showcasing is valuable for business players, it can expand deals turnover towards benefits and supportability with these different advantages.

Rahmatullah et al., (2020) express that the elements of expanding late advances, to be specific computerized applications, benefits experts or business people and individuals prepared in advanced based business administration as customers to acquire data, opening business sectors as the item and business account association. The examination plans to find how unimaginably Micro, Small, and Medium Enterprises associations utilize mechanical applications. The ADDIE approach (Analysis, Design, Development, Implementation, and Evaluation) is utilized in this appraisal. When a recognized and manual design, advanced applications are additionally persuading and flourishing in the board business. The outcomes acquired are that retail location bookkeeping and stock association are legitimate to use in the heads' business. This depends on useful test evaluations, deferred outcomes of master support, and appraisals by the MSME business visionaries.

Tambunan & Busnetti, (2018) say that autonomous organizations are expected to have alternatives to compete in the current era of globalization. Making use of information development as a vehicle for the Internet is the plan for them. (T. T. H. Tambunan, 2011; T. Tambunan, 2019). This exam aims to explore the use of the Internet by small-scale and private companies in Indonesia. Therefore, this assessment examines additional data on the utilization of MSEs on the Internet and important data collected from the meeting instead of arbitrarily selecting 482 business owners across various networks and types of metropolitan businesses. Demand for discretionary data shows that a small proportion of MSEs in this country use the Internet for their associations, although that changes based on location and business type. From examining important data, three exciting findings were found, namely a) the creation business is the type of business that makes the most use of the Internet, b) young respondents use the Internet more to experienced respondents than experienced respondents, and c) respondents with further education are more likely to use the Internet to maintain their relationships than respondents with lower levels of instruction.

## DISCUSSION

In this part of the discussion, we will describe the discussion of the results of this study, which aims to get a new understanding of the best practices of digital technology innovation in small business practices to grow and be sustainable in the digital area. In general, we can explain that digital

applications in advancing small businesses are highly recommended by the findings of the overall publications we visited. Each study has said the way and understanding of each that looks different from the point of view, but we can catch the understanding, among others, by adopting digital applications between businesses that will be easily accessible to consumers instantly. This is recognized by Tiago & Veríssimo, (2014) who explain that digital marketing and social media have become a new trend in the business world and even small businesses. So digital media is no longer mistaken for something useless.

For example, other conveniences are easy to find consumers according to the planned target due to the attractiveness of each business offering their products via online advertising. For example, digital applications will easily place a strategic position in business competition, which is sometimes not limited to certain geographic boundaries. Another advantage, according to the paper we studied, is that it is easy for business actors to increase the business's profit because the reach is now no longer limited to the ordinary eye but can be reached through applications such as smartphones. Another convenience is businesspeople's assessment because all digital traces are easy to guard, and governance makes it easy to evaluate, which is also relevant to the findings of Burgess et al., (2015) for example, strategies for adopting consumer-generated media in small-sized to medium-sized tourism enterprises. (Schuler, 1992; Möller et al., 2005).

We can expressly state that this study's results indicate the use of digital technology in small businesses is highly recommended. The only challenge is that not many medium-sized business actors are tech-savvy and the inability of the devices they are ready to use, so the application theme is difficult to be attractive to the majority of MSME movers in the country. For this reason, further studies and examinations need to be proven, and studies concerning the empowerment of building capacities, especially digital knowledge and skills, are urgently transferred so that their aspirations of advancing profitable and sustainable businesses become real. This is admitted by Van Deursen & Van Dijk, (2014) in their study with the theme "Digital skills: Unlocking the information society," which was published in Springer.

## CONCLUSION

Thus, we can conclude this study after discussing the results of the hearing and reviewing ten international publications that discuss the themes around efforts to apply digital technology in MSME operations to show financial success and sustainability in Indonesia. In different languages, the ten publications and other literature have confirmed how necessary and exciting it is to use digital applications in MSME operations with all the advantages that digital technology has. All of

the benefits we will provide with an outline of everything needed by MSME actors are all easily achieved with this digital application. Thus, this finding will be new hope for MSME activists and observers of digital innovation in people's business, the largest group in Indonesia.

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